

Lead Retrieval Scanner Order Form



Quality Lead Capture + Effective Lead Follow-up = EXHIBITING R.O.I.

No matter what your exhibiting objectives are, capturing quality visitor information is critical to your success. EPIC's customizable lead capture/retrieval systems devices help every exhibitor get more and better leads.

Four Easy Steps to Success:

1. **Select the Right Type of Lead Capture System:** *Got electricity?* Order our Platinum Package or Bronze. *No electricity, want portability?* Order our Diamond Package.
2. **Order the Right Number of Lead Capture Devices:** Industry experts recommend at least one in-booth lead capture device for every four staffers working the booth. *Want to capture more leads around and outside the booth?* Order Diamonds for your entire sales team!
3. **Capture Better Information with Custom Qualifiers:** The badge has some data embedded, but it is rarely enough for the serious exhibitor. Order custom qualifiers to improve lead quality fast!
4. **Train Your Staff on How to Use the System:** Make sure you provide a "hands-on" demo opportunity for all of you booth staff before the show opens.



DIAMOND – Our Newest Unit! The Diamond package is a portable scanner with full color display. Your leads are stored on the unit and are also uploaded real-time to a leads website that you or your associates can access from any internet connected PC. Our Diamond unit allows for note-taking! Similar to a touch screen PDA / Smart phone you can enter notes via the touch screen interface to further qualify your leads. This unit offers prize-drawing functionality. This unit is battery powered and does not require electricity.

WIRELESS BLUETOOTH PRINTER – You can now have the best of both worlds! You can have the portability of the wireless scanner w/ the ability to write notes on a paper printout. You can rent a portable, battery operated printer that will connect via Bluetooth to one Diamond unit. You can walk around your booth, while still having the benefit of a printer! **BLUETOOTH PRINTERS ARE ONLY COMPATIBLE WITH DIAMOND UNITS.**



PLATINUM PACKAGE This package comes with a high-powered Laser Scanner, connected to a GPRS capable desk top unit with touch screen interface, color video display and built-in printer. Leads are saved to website you can access in real-time in addition to an internal compact flash card for data protection. Since the leads write directly to the web there is no need to download after the show. Simply return your unit and walk away. This unit offers prize-drawing functionality. Each unit comes with 20 standard follow-up codes. You get the security of a printout along with your leads on-line and no wait! This unit requires electricity.



BRONZE™- This unit scans the badge and provides a printout of all leads. This unit does not provide a USB Memory Drive. This unit requires electricity.

FOLLOW-UP QUALIFIERS-Each Lead Retrieval Unit comes complete with 20 standard follow-up qualifiers. The Standard Action Codes included are:

- | | |
|-------------------------------|-----------------------------|
| 1. Send Literature | 11. Recommends |
| 2. Send Samples | 12. Final Say |
| 3. Send Pricing | 13. Makes Purchase Decision |
| 4. Add to Mailing List | 14. Partial Interest |
| 5. Technical Info Required | 15. Purchase In 30 Days |
| 6. Detail Specs Required | 16. Purchase In 3 Months |
| 7. Provide Quote | 17. Purchase In 6 Months |
| 8. Product Demo Required | 18. Ready to Purchase |
| 9. Immediate Contact Required | 19. Immediate Need |
| 10. Have Salesperson Call | 20. Order Placed at Show |

Up to 30 custom codes can be used to specify certain products, model numbers, or any of your special needs at a modest up-charge. To order custom qualifiers, please fill out the custom lead follow-up codes order form.



Custom Lead Follow-Up Codes Order Form

How to Customize Your Lead Follow-Up Codes.

If previously listed 20 standard Lead Follow-Up codes do not meet your requirements, please indicate your Custom Codes below (fee applies). You may specify a total of 30 codes with a total of 35 characters and spaces each. **Your Custom Codes will be pre-programmed onto your Unit.**

Important! Please include this form with your order if you have custom codes.

01. _____	16. _____
02. _____	17. _____
03. _____	18. _____
04. _____	19. _____
05. _____	20. _____
06. _____	21. _____
07. _____	22. _____
08. _____	23. _____
09. _____	24. _____
10. _____	25. _____
11. _____	26. _____
12. _____	27. _____
13. _____	28. _____
14. _____	29. _____
15. _____	30. _____

Exhibitor Information:

Show Name Booth #

Company Date

Contact Person Title

Fax this form along with the Exhibitor Lead Retrieval Unit Order Form to:

EPIC
10900 Granite Street
Charlotte, NC 28273
Phone: (980) 233.3777
Fax: (980) 233.3800

Exhibitor Lead Retrieval Unit

Rental and Purchase Order Form

Complete and Return with Payment To:

EPIC
10900 Granite Street, Charlotte, NC 28273

Questions?

Phone: 980-233-3777 Fax: 980-233-3800

Email - leadinfo@epicreg.com

Exhibitor: (Please type or print)

Company _____ Booth Number _____

Address _____

City _____ State _____ Zip _____ Country _____

Telephone (_____) _____ FAX (_____) _____

Key Contact _____ e mail _____



ORDER ONLINE ONLY BEFORE 09/02/2011 TO SAVE MONEY AT THE FOLLOWING ADDRESS:

<https://www.tradeshowregistrar.com/lr/?event=NACS11LR>

QTY	DESCRIPTION	'EARLY-BIRD' ONLINE BEFORE 09/03/11	'EARLY-BIRD' FAX OR MAIL BEFORE 09/03/11	ADVANCE PRICE	TOTAL
	Diamond Qty 1-4 (Portable unit that uploads leads on-line in real-time)	\$325.00 Online only	\$330.00	\$375.00	\$
	Diamond Multi-Unit Pricing - Qty 5-9 Only	\$300.00 Online only	\$305.00	\$350.00	\$
	Diamond Multi-Unit Pricing - Qty 10+ Only	\$275.00 Online only	\$280.00	\$325.00	\$
	Bluetooth Printer - Print leads wirelessly via from your Diamond Unit	\$75.00 Online only	\$80.00	\$100.00	\$
	Platinum (Provides printout & leads online)	\$325.00 Online only	\$330.00	\$375.00	\$
	Bronze (Provides paper only - no electronic data)	\$225.00 Online only	\$230.00	\$250.00	
	Custom Qualifiers (attach typed list of qualifiers to order form)		\$75.00		\$
	In Booth Training, Pickup <u>AND</u> Delivery		\$75.00		\$
Please total all Rental Fees					\$

Please note: Orders without credit card numbers will not be processed. Credit card information and signature are required for all orders regardless of payment method as a security deposit on your lead retrieval unit. If paying by check, you will not be charged.

Payment Method: American Express Visa MasterCard Company Check (Payable to: EPIC, Must Include CC#)

Credit Card #: _____ **Expiration Date:** _____ / _____

Name on Card _____

Signature of Cardholder: _____

(MUST BE SIGNED and completed for all orders, including complimentary. By signing here you agree to terms and conditions below)

Customer understands that the rental and use of Lead Retrieval Units and Software grants only a license to use it for the duration of event, and that no equity or ownership is imparted by this rental lease. It is understood that each Lead Retrieval Unit (except battery operated units) requires electrical service in the customer's booth. Customer further understands that he/she is responsible for the proper use and safe guarding of any rental equipment while it is in customer's possession and exhibitor will be liable for any loss or damage to the rental equipment, normal wear and tear excepted, and that damaged rental equipment or rented equipment not returned to the Lead Retrieval Service Desk at the end of event will be billed to it in the amount of \$2,495 for each Platinum Trakker™, Mi™/Diamond, or Bronze Trakker™ and \$1495.00 for each Silver Trakker™. **Customer agrees to return the unit to EPIC's service desk no later than one hour after exhibit hall close.** Equipment left anywhere else is the sole responsibility of the customer. Event Planning International Corporation (EPIC), may at its option, recover abandoned equipment not returned within one hour of show close and, if so, customer agrees to pay a \$100.00 abandonment fee. In no way does this absolve customer from its responsibility of the timely return of equipment. Customers using Pick-up service must remain in the booth until pickup occurs which will be no later than one hour after show closes. There will be a cancellation charge of \$75.00. Orders cancelled within 30 days of event are non-refundable. In the event customer's Lead Retrieval Unit malfunctions, EPIC agrees to replace the equipment (if another unit is available or at EPIC's option may offer a refund not to exceed the rental cost of the unit) but that is the sole extent of its responsibility and liability to customer. Customer waives all claims for injuries or damage against NACS and EPIC resulting from any cause in connection with its use of the Lead Retrieval Unit or any other rented equipment during the period of event and agrees to indemnify and hold harmless NACS and EPIC for such injuries and damages.